

Message Text

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TAGS: EIND, KS

SUBJECT: BOOK PIRACY

REF: A. STATE 082061 B. SEOUL 2867

SUMMARY: FOLLOWING PROVIDED DEPARTMENT FOR BACKGROUND AND FOR USE IN DISCUSSING BOOK PIRACY IN KOREA. KOREAN PUBLISHERS WANT TO REPRINT U. S. BOOKS UNDER AUTHORIZATION BUT NEED ROKG PROTECTION AGAINST PIRATING. THEY ARE GENERALLY AGAINST ROKG ADHERING TO UNIVERSAL COPYRIGHT CONVENTION, FOR THEY FEEL THIS WOULD DENY KOREA CHEAPER AND MORE READILY AVAILABLE FOREIGN TEXTBOOKS. MAJOR U. S. PUBLISHERS ALREADY HAVING TITLES REPRINTED IN KOREA FOR EXPORT TO UNITED STATES AND ELSEWHERE. END SUMMARY

1. I. H. LIU, MANAGING DIRECTOR OF PANMUN BOOK COMPANY, WHICH IS LEADING IMPORTER OF U. S. BOOKS, TOLD COMATT THAT HE WENT TO NEW YORK IN JUNE 1972 TO DISCUSS REPRINTING WITH TEN REPRESENTATIVES OF ASSOCIATION OF AMERICAN PUBLISHERS. HE WENT IN CAPACITY AS EXECUTIVE DIRECTOR OF KOREAN PUBLISHERS ASSN. WHICH HAS 600 NOMINAL MEMBERS OUT OF 1,000 PUBLISHERS IN COUNTRY. HE WAS ACCOMPANIED BY ASSOCIATION'S VICE PRESIDENT, HAN MAN YUN.

2. LIU STRESSED THAT DEVELOPING COUNTRY SUCH AS KOREA NEEDS CHEAPER AND MORE READILY AVAILABLE BOOKS THAN THOSE IMPORTED FROM THE UNITED STATES VIA SEA FREIGHT. KOREA COULD REPRINT SUCH BOOKS CHEAPLY AND QUICKLY. HE POINTED OUT THAT PHILIPPINES, TAIWAN AND INDIA HAVE ACQUIRED REPRINT RIGHTS FROM U. S.

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PAGE 02 SEOUL 02926 091027 Z

PUBLISHERS.

3. U. S. PUBLISHERS WERE SYMPATHETIC AT NEW YORK MEETING LAST SUMMER, BUT WANTED TO BE APPROACHED INDIVIDUALLY BECAUSE OF ANTI- TRUST REGULATIONS. LIU, HOWEVER, FELT THAT THEY WERE NOT ENTHUSIASTIC ABOUT GRANTING REPRINTING RIGHTS.

4. REVISED UCC, IN LIU' S OPINION, IS OF NO BENEFIT TO KOREA EVEN THOUGH IT GIVES ONLY FOUR YEARS PROTECTION TO TEXTBOOKS. FOUR YEARS, HOWEVER, MEANS THAT TEXTBOOK WOULD BE IN REVISED EDITION, AND NO ONE WISHES TO REPRINT OUT- OF- DATE EDITION.

5. LIU CONCLUDED THAT HE WOULD CONTINUE TO PURSUE ESTABLISHMENT OF LARGE PUBLISHING HOUSE WHICH CAN APPROACH ROKG WITH SOME AUTHORITY AND STANDING IN LOBBYING FOR LAW PROTECTING AUTHORIZED REPRINTING. SUCH PUBLISHING VENTURE, TO BE SUCCESSFUL, WOULD REQUIRE REPRINTING RIGHTS FROM AT LEAST PRENTICE- HALL, MCGRAW- HILL, JOHN WILEY, C. V. MOSBY AND W. B. SAUNDERS.

6. SUBSEQUENTLY COMATT VISITED SAM WHA PRINTING COMPANY WHICH HAS ESTABLISHED NEW PRINTING PLANT WITH TWO AID(KDB) SUBLOANS OF \$1.3 MILLION. PLANT ALMOST EXCLUSIVELY EQUIPPED WITH LATEST U. S. EQUIPMENT, INCLUDING ONLY HIGH- SPEED AUTOMATIC CHAMPLAIN ROTOGRAVURE MACHINE IN KOREA.

7. SAM WHA IS ALREADY REPRINTING BOOKS FOR PRENTICE- HALL, MAC MILLAN, LIPPINCOTT, JOHN WILEY, AND WEATHERBEE. IT IS ALSO PRINTING FOR AUSTRALIAN PUBLISHERS SUCH AS PAUL HAMLYN AND URE SMITH. QUALITY OF PRODUCT INDISTINGUISHABLE FROM PRINTED IN U. S. EXCEPT PERHAPS FOR PAPER. BOOKS PRINTED BY SAM WHA, HOWEVER, ARE NOT FOR SALE IN KOREA; THEY ARE SHIPPED TO UNITED STATES OR OTHER COUNTRIES.

8. FOREGOING INDICATES THAT PIRACY COULD BE BROUGHT UNDER CONTROL THROUGH TWO MEANS -- ROKG PROTECTION VIA (A) UNIVERSAL COPYRIGHT CONVENTION IN FAVOR OF EXPENSIVE IMPORTS OR (B) DOMESTIC LAW PROTECTING AUTHORIZED REPRINTING IN KOREA. IT SEEMS TO US THAT (A) IS WELL- NIGH IMPOSSIBLE TO OBTAIN, CF. CURTIS BENJAMIN' S LETTER TO PRESIDENT PARK, JUNE 7, 1967. CHANCES FOR ATTAINING (B) APPEAR MUCH BETTER BUT WOULD REQUIRE COOPERATION OF U. S. PUBLISHERS IN ALLOWING REPRINT RIGHTS TO KOREAN PUBLISHERS.

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PAGE 03 SEOUL 02926 091027 Z

SINCE MAJOR U. S. PUBLISHERS ALREADY HAVING THEIR WORKS REPRINTED IN KOREA FOR EXPORT, SUCH WORKS COULD BE READILY AVAILABLE FOR DOMESTIC SALE ON KOREAN MARKET. ONCE PROTECTION IN (B) OBTAINED, CHANCES FOR ROKG ADHERENCE TO UCC IN (A) WOULD BE GREATLY IMPROVED.

HABIB

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